

2001 Utah Tourism at a Glance

- In 2001, an estimated 17.3 million visitors traveled to Utah
- Travelers accounted for \$4.15 billion in traveler spending for the Utah economy
- Traveler spending generated \$332 million in state and local tax revenues (\$475 per Utah household)
- 128,500 jobs in travel and tourism-related industries (nearly one out of every nine jobs)
 - ✓ 72,000 Direct tourism jobs
 - ✓ 56,500 Indirect tourism jobs
- Domestic visitors spent on average \$90 per person per day and stayed 3.5 nights (1998 Data)
- 75% of Utah's non-resident visitors come from the Western United States (1998 Data)
 - ✓ California
 - ✓ Idaho
 - ✓ Colorado
 - ✓ Nevada
 - ✓ Wyoming
 - ✓ Arizona
 - ✓ Texas
 - ✓ Oregon
- International visitors accounted for 3.6% of total non-resident visitation with an estimated 630,000 visits in 2001. Top international markets include: (1997-99 Data)
 - ✓ Canada
 - ✓ Germany
 - ✓ France
 - ✓ United Kingdom
 - ✓ Belgium/Netherlands
 - ✓ Japan
 - ✓ Switzerland
 - ✓ Italy
- International visitors to Utah spent on average \$81 per day and stayed 5.7 nights in Utah (¼ of their total U.S. trip – 1997-99 Data)
- 4.75 million recreation visits were made to Utah's five national parks during 2001. Another 5.5 million recreation visits occurred at Utah's eight national monuments and two recreation areas
- Over 6.1 million visitors enjoyed Utah's 44 state parks during 2001
- 21.7 million vehicles crossed Utah's borders along Interstate highways in 2001
- 18.9 million passengers arrived at Salt Lake International Airport during the year
- Utah ski resorts hosted 3.0 million skier days during the 2001/02 season
- 660,000 visitors stopped at one of Utah's six Welcome Centers during 2001
- 59.9% statewide hotel/motel occupancy rate

*For addition information on Utah tourism, please visit the Utah Travel Council's business website:
www.utah.org/travel*